

OUTDOOR RECREATION ECONOMIC ECOSYSTEM TASK FORCE

MEETING MINUTES

Friday, April 14, 2006

10:00 a.m. – 2:30 p.m.

State Capitol Complex, East Building

Olmsted Room

MEMBERS/ASSOCIATE MEMBERS PRESENT

ANDERSON, Nan	Utah Tourism Industry Coalition
BURR, Steve	Institute for Outdoor Recreation and Tourism (IORT) at Utah State University
CUTLER, Riley	Wasatch Touring - Owner/Manager
DEAVER, Mike	Co-Chair , DBED – Division of Tourism
DURTSCHI, Steve	Utah Back Country Pilots Association
HERBERT, Gary R.	Co-Chair ; Lieutenant Governor, State of Utah
KORENBLAT, Ashley	Western Spirit Cycling
MCKEE, Michael J.	Uintah County Commission
OKERLUND, Ralph	Sevier County Commission
RASMUSSEN, Roody	Petzl America
SCHAPPERT, Kim	Moab Trails Alliance
TULLIUS, Mary	DNR, Director, Division of Parks and Recreation
WILSON, Jenny	Salt Lake County Council Member

MEMBERS EXCUSED

COLLETT, Craig	Daggett County Commissioner
HANSEN, Mike	Manager, State and Local Planning – GOPB
METCALF, Peter	Black Diamond
STEVENS, Lynn H.	Public Lands Policy Coordination Office, Coordinator
STOWELL, Dennis	Iron County Commission
STYLER, Michael R.	Department of Natural Resources, Director
WANG, Steve	Quinstar Management Company, Inc.

GUESTS/ PRESENTERS

FAUSETT, Chris	SITLA (School and Institutional Trust Lands Administration)
GARCIA, Tim	USDA Forest Service
HARJA, John	RDCC ()
MCKEACHNIE, Gayle	Director, Office of Rural Affairs
REYNOLDS, Stu	Powder Ridge Ski Touring; Nordic United

STAFF

BOHN, Laura	Project Manager, GOPB (Governor's Office of Planning and Budget)
NEILSON, Nancy	GOPB – Administrative Assistant

I. Welcome and Introductions – Lieutenant Governor Gary R. Herbert

Lieutenant Governor Gary R. Herbert, Chair, called the meeting to order and invited the guests and members to introduce themselves. (Mike Deaver chaired the balance of the meeting when the Lieutenant Governor left.)

Gayle McKeachnie, Director of the Office of Rural Affairs said that his vision for the Task Force when he participated two years ago was to identify some gems and see that they were protected. He said the Task Force needed to be redirected and refocus on making recommendations regarding the gems. Because there are Federal Management Plans “going on throughout the State,” he encouraged these recommendations be made soon! Governor Jon M. Huntsman, Jr. may use these in an address in August. Mr. McKeachnie also hopes to turn the recommendations into the Public Lands Policy Coordinator’s Office for inclusion in federal plans.

Ashley Korenblat responded with the fact that in the last meeting they did decide on the recommendation to market the National Parks; namely, Canyonlands, Arches, and Dinosaur National Park. She said they just needed to write the letter.

As far as making a recommendation, Ashley pointed out the fact that it is important to get feedback from the counties and reminded the group of the success they have had meeting with counties and the land managers. (A record of this list was requested.)

Lieutenant Governor Gary R. Herbert noted the success of the online survey provided by the Task Force. According to Laura Bohn this survey is providing information from counties regarding their choices for Recreation Gems. It continues to be available for the rest of the counties. Ashley said that close to 85% of the counties have responded to the survey. The latest survey information and the lists from county meetings are to be provided to the members as requested by the Lieutenant Governor.

Commissioner Michael McKee said that ‘buy in’ can make all the difference (when these decisions on gems are made) and the meeting last month with Uintah County officials (and land managers) afforded that ‘buy in’ for the county.

The Lieutenant Governor listed seven priorities for the Task Force from the Governor’s Executive Order.

1. **(a.) identify Utah’s premier outdoor recreation destinations and natural assets;** (*Here the Lieutenant Governor acknowledged the binder presented to him in the past by the Task Force and requested that all of the members receive one. “Identify Utah’s assets,” he said).*
2. **(i.) identify the state’s “recreation gems;”**
3. **(ii.) identify the state’s rural “recreation economic ecosystems” or areas of the state with a focus on public recreation land opportunities, wildlands, cultural and heritage resources which deserve preservation, recognition and coordinated management;**
4. **(b.) identify the protection and or management needs of those “recreation gems” and “recreation ecosystems;”** (*Here it was noted that this would come from the counties, but the task force can make recommendations.*)
5. **(c.) work with local, state, and federal governments and agencies to facilitate and develop sustainable protection and proper management of those “recreation gems” and “recreation ecosystems;”**
6. **(d.) work with local, state, and federal governments and the tourism industry to promote local recreation assets and outdoor recreation to the benefit of local communities and rural economies across Utah;**

7. (e.) **identify information sources and technologies including geographic information systems that will contribute to identifying and advertising outdoor recreation opportunities.** (*This involves promotion and tools for such.*)

Lieutenant Governor Herbert suggested that a historical record through meeting minutes be included in the binder to be presented to the members.

II. Approval of Minutes for December 8, 2005

Action Taken:

Ashley Korenblat made the motion to approve the minutes and Ralph Okerland seconded the motion. The motion carried.

III. Activity Update

a) Search and Rescue Card

- *These cards ease the concerns of outdoor recreationists in regards to injury. They provide funds for counties for rescue efforts they would not otherwise be reimbursed for. Ultimately this gives an economic boost to the outdoor industry.*
- *Gayle McKeachnie said that he was reassigning this issue to a group like the Boy Scouts or to Community volunteers, etc.*

b) Letters of Support/statement

c) Colorado River Corridor

d) OARs Update

IV. Task Force Direction 2006 (discussion)

a) Direction & Deadlines

b) Issues and Subcommittees

- a. Green River Corridor (to be included in 2006 goals)
- b. Salt Creek Canyon (not to be included because of litigation)
- c. Mexican Mountain WSA (to be included in 2006 goals)
- d. Kane County ATV trails (not to be included because of litigation)
- e. Logan Range (to be included in 2006 goals)

V. Lunch provided by Utah Tourism/Presentation

“Utah: Life Elevated” video presentation by Mike Deaver

- a. Two well received videos were presented to the members.
 - i. Two suggestions were made:
 1. Only show what is real not biker off trails
 - a. Change slogan – a different trail?
 2. Show passion/smiles for activities
- b. Mike Deaver reported on an online Tourism Survey conducted for the Utah Office of Tourism and said the results were shocking. Very few people were familiar with the correct location of important landmarks. For example, Salt Lake City’s Temple Square was thought to be in Colorado. Bryce National Park was thought to be in Arizona. Hopefully the new slogan “Utah: Life

Elevated” and the national ad campaign will change this unfamiliarity. (T-shirts, pens, bumper stickers and caps with the new slogan were provided.)

VI. Task Force Action Items for August 2006 and subcommittees

- 1. Green River Corridor**
 - a. Issues include: river corridor view shed; wild and scenic river designation; back country experience; resource extraction (oil and gas development); and protection.
 - b. **Subcommittee:**
 - i. Chair: Ashley Korenblat; Michael J. McKee, Staff, Lynn Stevens, Peter Metcalf
- 2. Mexican Mountain WSA (Emery County)**
 - a. Wilderness and (San Rafael) RS2477 issues
 - b. **Subcommittee:**
 - i. Chair: Peter Metcalf, Steve Durtschi, Lynn Stevens, Riley Cutler, Steve Wang
- 3. Cache County**
 - a. User (usage) conflicts
 - b. **Subcommittee:**
 - i. Chair: Mike Hansen, Steve Burr, Roody Rasmussen
- 4. Five County Association of Governments (misc./discussion)**
 - a. Make county list available
 - b. **Subcommittee:**
 - i. Chair: Ralph Okerlund, Mary Tullius, Roody Rasmussen, Dennis Stowell
- 5. Uintah letter**
 - a. **Subcommittee:**
 - i. Chair: Michael J. McKee, Mary Tullius
- 6. Legislative Involvement or Study or Ec/visits – Strategy**
 - a. Bring legislators to the table
 - b. Use Senator Scott Jenkins and Dennis Stowell’s support for outdoor recreation as a resource!
 - c. **Subcommittee:**
 - i. Chair: Steve Burr, Nan Anderson, Mary Tullius, Dennis Stowell, Jenny Wilson
- 7. SITLA**
 - a. **Subcommittee:**
 - i. Chair: Michael J. McKee, Kim Schappert, Steve Burr, Craig Collett
- 8. Task Force Manifesto (Time/Agenda/Deliverable/\$/GOED/Dates/Meetings/Job description for full time staff)**
 - a. Monthly meetings with conference calls available
 - b. Craig Mackey of the Outdoor Industry Association (OIA) was the recommendation for a full time (interim) staff person. (He would be like the train station manager.)
 - c. **Subcommittee:**
 - i. Chair: Lieutenant Governor Gary R. Herbert; Mike Deaver, Ashley Korenblat, Jenny Wilson
- 9. Gem List – finish**

a. Subcommittee:

- i. Staff (Maps, Power Point presentations, reports)

~~10. Committee Formation~~

10 a. Public Relations/News/Scoreboard

Deliverables/Recommendations (format for consistency)

1. Cross over with other agencies
2. History (Example: The BLM has been working on this for ten years)
3. Entities – Public entities
4. Costs involved
5. Legislative action

Task Force Action Items December 2006

1. Associations Of Government (AOG's) / UAC (Utah Association of Counties)
2. Geographic map (to see items – letters, meetings, etc.)

Benchmarks and Key Dates

Date	Event	Action Items
April 14	Task Force Meeting	Present New Direction
May 26	Task Force Meeting	First rounds of discovery
June 30	Task Force Meeting	Action plans presented
July 28	Task Force Meeting	Present findings – to Governor
August 8	OIA/Board meeting	Present findings to OIA
September 15	Task Force Meeting	Progress reports/Subcmte
October 20	Task Force Meeting	Progress; Subcmte, action items
November 17	Task Force Meeting	Contact legislator, action items
December 15	Task Force Meeting	Report results, action items
January 15	Legislative Session begins	Present legislation
January 26	OIA begins	Present results – Gov/OIA

Action Taken:

Ashley Korenblat made the motion to accept the above Agenda 2006 for the Governor's Outdoor Recreation Economic Ecosystem Task Force with the dates as posted. The motion was seconded by Mary Tullius with unanimous support from all members present.

VII. Steve Burr Presentation on Statewide Socio-Economic Profiles Project

- i. Handouts included a Power Point presentation (all handouts on file at GOPB) and Outdoor Recreation and Tourism Component objectives and scope of work by USU Institute for Outdoor Recreation and Tourism (IORT).
- ii. Overall Objective: Identify the most important socio-economic linkages between public lands and state and local economic and social systems, with respect to the importance and impact of outdoor recreation and tourism. Ascertaining the perceptions, attitudes, and concerns of citizens in the state is important in this effort. The expectation is that federal and state agencies involved in significant changes in resource planning and management must take these linkages and

- citizen view points into consideration in a public involvement/participatory process and in response to proposed changes in public land management policies.
- iii. Phase I will be a statewide telephone survey of the general population randomly chosen. In cooperation with public officials key informant interviews will be conducted along with other structured meetings. The identification and prioritization of uses and perceptions of connections with public land will be followed by analyses and results of the survey.
 - iv. Phase II will include a statewide general population mail survey to accomplish the same objectives of the telephone survey and will include 'special studies' for broad state and regional perspectives and cooperative efforts.
 - v. The Task Force members will notify Steve with their suggestions and possible questions to be included in the survey. For example: "How much of you family income is procured through jobs related to the outdoor recreation industry?"

VIII. Public Input

Stu Reynolds of Powder Ridge Ski Touring and Nordic United complimented the Task Force for their efforts and has consistently followed the task force by reading minutes on the website. He updated the members on the Cache County user conflicts.

IX. Schedule Next Meetings

See above table. Places TBA.

X. Adjourn:

Action Items:

- **Subcommittees to meet regarding August 2006 assignments as listed above**
- **Prepare letter of recommendation for Governor Jon M. Huntsman, Jr.**
- **Calendar all accepted meeting dates – Task Force**
- **Write letter of support to BLM - Ashley Korenblat and Michael McKee**
- **Prepare Task Force Manifesto**
- **Use appropriate language as suggested by John Harja: "willing buyer" and "equitable arrangement."**
- **Press release about this meeting**
- **Letter to request funds - Task Force**
- **Mike Deaver to call Lieutenant Governor and Governor to request \$50,000.00 of GOED.**
- **Contact Steve Burr (swburr@cc.usu.edu)with suggestions for the Statewide Socio-Economic Profiles Project to be conducted at Utah State University (IORT) Institute for Outdoor Recreation and Tourism**
- **Laura Bohn –**
 - **Draft letterhead and logo for Task Force**

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